WEWS



Flight Dates 10/16/12-10/22/12

Order Sep 00:20:00

Order Share %

Product Estimate # 1904

Candidate: OFA SKED C 10.16-10.2 Alt Order # 314425 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 10/11/12 10/12/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Obama / Democrat / Preside

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

2

Washington, DC 20007 Demographic A35+

Agency **GMMB** Inc **Rev Codes** POL POL

CAND **Buying Contact**

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-2 1010 Wisconsin Avenue - Suite #80 Advertiser Ref

Agency Ref

Primary Account Executive

Washington, DC 20007

Daniel Baylog

Account Executive Order% Start Date **End Date**

Daniel Baylog 100%

Older Shale 76	Market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Market Value

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date **Net Amount Gross Amount** # Spots October 2012 54 \$96,271.00 \$113,260.00 0.00 10/01/12 10/22/12 54 \$96,271.00 \$113,260.00 Totals 54 \$96,271.00 \$113,260.00 0.00

												Tota	ls
Lr	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 1	WEWS	10/21/12	10/21/12	SU Kaleidoscope SU Kaleidoscope		10-1030a	S	:30	1	\$35.00 P-3	0.00 NM	1	\$35.00
	Sta	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
\	Neek: 10/	16/12 <i>′</i>	10/22/12	S	1	\$35.00	0.00						
N 2	2 WEWS	10/16/12	10/22/12	M-F 430-5am Nev	ws CM	430-5a	МГЖГБ	:30	1	\$250.00 P-2	0.00 NM	1	\$250.00
M-F 430-5am News													
	Sta	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating						

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Contract / Revision 314425 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 10/11/12/ 10/12/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate: OFA SKED C 10 Estimate # 1904

In Ch. Stort End	Inventory Code - Breek	Ctort/End 7	Time Dave	lan Cn	o to	Doto Dri	Dta Tuno	Tota	
Ln Ch Start End N 2 WEWS 10/16/12 10/22/12	Inventory Code Break M-F 430-5am News CM	Start/End 7 430-5a	Time Days MTWTF	Len Spo	1	Rate Pri \$250.00 P-2	0.00 NM	Spots 1	Amount \$250.00
	M-F 430-5am News	.00 04		.00	·	4 200.00 .	0.00	·	Ψ200.00
Start Date	Weekdays Spots/Week MTWTF 1	Rate \$250.00	Rating 0.00						
N 3 WEWS 10/16/12 10/22/12	•	5-6a	<u> </u>	:30	2	\$650.00 P-2	0.00 NM	2	\$1,300.00
	M-F GMC 5-6a					******		_	* ',
<u>Start Date</u> <u>End Date</u> Week: 10/16/12 10/22/12	Weekdays Spots/Week MTWTF 2	Rate \$650.00	Rating 0.00						
		6-7a	<u> </u>	:30	2	\$200.00 P-3	0.00 NM	2	\$400.00
	M-F GMC 6-7a								
<u>Start Date</u> <u>End Date</u> Week: 10/16/12 10/22/12	Weekdays Spots/Week MTWTF 2	Rate \$200.00	Rating 0.00						
		7-9a	МГWГF	:30	4	\$700.00 P-2	0.00 NM	4	\$2,800.00
	M-F GMA 7-9a								, ,
<u>Start Date</u> <u>End Date</u> Week: 10/16/12 10/22/12	Weekdays Spots/Week MTWTF 4	Rate \$700.00	Rating 0.00						
N 6 WEWS 10/20/12 10/20/12	•	6-8a	S-	:30	1	\$75.00 P-3	0.00 NM	1	\$75.00
	Sa 6-8a News								
Start Date End Date Week: 10/16/12 10/22/12	Weekdays Spots/Week	Rate \$75.00	Rating 0.00						
N 7 WEWS 10/20/12 10/20/12	•	8-9a	S-	:30	1	\$900.00 P-1	0.00 NM	1	\$900.00
	SA GMA 8-9a								
Start Date End Date Week: 10/16/12 10/22/12	Weekdays Spots/Week	Rate \$900.00	Rating 0.00						
N 8 WEWS 10/21/12 10/21/12	SU GMA 8-9A CM SU GMA 8-9A	8-9a	S	:30	1	\$900.00 P-1	0.00 NM	1	\$900.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/16/12 10/22/12 N 9 WEWS 10/16/12 10/22/12	S 1 M-F 9-10a CM	\$900.00 9-10a	0.00 MTWTF	:30	4	\$650.00 P-2	0.00 NM	4	\$2,600.00
14 0 442440 10/10/12 10/22/12	M-F 9-10a	0 100	WII WII	.00		φοσσ.σσ1 2	0.00 14101	_	Ψ2,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/16/12 10/22/12 N10 WEWS 10/16/12 10/22/12	MTWTF 4 M-F 10-11a CM	\$650.00 10-11a	0.00 MTWTF	:30	4	\$300.00 P-3	0.00 NM	4	\$1,200.00
1110 112110 10/10/12 10/22/12	M-F 10-11a	10 114		.00	•	φοσσ.σσ ι σ	0.00 14141	· ·	Ψ1,200.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/16/12 10/22/12 N11 WEWS 10/16/12 10/22/12		\$300.00 11a-12p	0.00 MTWTF	:30	4 9	\$1,200.00 P-2	0.00 NM	4	\$4,800.00
1111 112113 10/10/12 10/22/12	M-F 11-12p	114 12p		.00		φ1,200.001 2	0.00 14141	· ·	ψ 1,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/16/12 10/22/12 N12 WEWS 10/16/12 10/22/12		\$1,200.00 12-12:30p	0.00 MTWTF	:30	4 9	\$1,000.00 P-2	0.00 NM	4	\$4,000.00
1412 442440 10/10/12 10/22/12	12-1230p News	12 12.00p	MI WII	.00	т,	φ1,000.001 2	0.00 14101	_	ψ+,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/16/12 10/22/12 N13 WEWS 10/16/12 10/22/12		\$1,000.00 1-2p	0.00 MTWTF	:30	4	\$650.00 P-2	0.00 NM	4	\$2,600.00
1410 44 440 10/10/12 10/22/12	M-F 1-2p	1-2p	1411 AA 1 1	.50	7	ψυσυ.συ 1 -2	O.OO INIVI	7	Ψ2,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/16/12 10/22/12 N14 WEWS 10/16/12 10/22/12	MTWTF 4 M-F 2-3p CM	\$650.00 2-3p	0.00 MTWTF	:30	2 (\$1,000.00 P-2	0.00 NM	2	\$2,000.00
14 17 44 44 44 44 44 44 44 44 44 44 44 44 44	2-3pm General Hospital	2-3p	1411 AA 1 1,	.50	۷ ،	ψ1,000.00 F-Z	U.UU INIVI		ψ2,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						

Print Date: 10/12/12 Page 3 of 3



<u>Contract / Revision</u> 314425 <u>Flight Dates</u> 10/16/12-10/22/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/11/12/ 10/12/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate: OFA SKED C 10 Estimate # 1904

			Б	0/5	- 5			D: T	Tot	
Ln Ch Start N14 WEWS 10/16/12	End 2 10/22/12	Inventory Code M-F 2-3p	CM	Start/End T 2-3p	Time Days MTWTF	Len Sp	2 \$1,000.00 P-2	Rtg Type 0.00 NM	Spots 2	Amount \$2.000.00
N 14 VVLVV3 10/10/12	10/22/12	2-3pm General H	_	2-5μ	WII WIII	.50	2 \$1,000.001-2	0.00 14101	2	Ψ2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/16/12	10/22/12	MTWTF		\$1,000.00	0.00		4	0.00.004		# 000 00
N15 WEWS 10/16/12	2 10/22/12	M-F 3-4P Katie M-F 3-4p Katie	СМ	3-4p	MTWTF	:30	4 \$225.00 P-3	0.00 NM	4	\$900.00
<u>Start Date</u> Week: 10/16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 4	Rate \$225.00	Rating 0.00					
N16 WEWS 10/16/12	2 10/22/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	СМ	4-5p	МГWГF	:30	4 \$300.00 P-3	0.00 NM	4	\$1,200.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays MTWTF	Spots/Week 4	Rate \$300.00	Rating 0.00					
N17 WEWS 10/16/12	2 10/22/12	M-F 5-6p News M-F 5-6p News	СМ	5-6p	MTWTF	:30	1 \$500.00 P-3	0.00 NM	1	\$500.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays MTWTF	Spots/Week 1	Rate \$500.00	Rating 0.00					
N18 WEWS 10/16/12	2 10/22/12	M-F 7-730p 7-730p The List	СМ	7-730p	МГЖГБ	:30	2 \$1,200.00 P-2	0.00 NM	2	\$2,400.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays MTWTF	Spots/Week	Rate \$1,200.00	Rating 0.00					
N19 WEWS 10/16/12		M-F 730-8P	CM	730-8p		:30	2 \$1,200.00 P-2	0.00 NM	2	\$2.400.00
		730-8p Let's Ask					, , , , , , , , , , , , , , , , , , , ,			, ,
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays MTWTF	Spots/Week 2	Rate \$1,200.00	Rating 0.00					
N20 WEWS 10/22/12		Monday DWS Monday DWS	CM	8-9p	M	:30	1\$18,000.00 P-2	0.00 NM	1	\$18,000.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays M	Spots/Week	Rate \$18,000.00	Rating 0.00					
N22 WEWS 10/16/12	2 10/16/12	Tuesday Prime A DWS Results		8-9p	- T	:30	1\$18,000.00 P-2	0.00 NM	1	\$18,000.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays - T	Spots/Week	Rate \$18,000.00	Rating 0.00					
N23 WEWS 10/17/12	2 10/17/12	Wednesday Prim Nashville		10-11p	W	:30	1 \$6,000.00 P-2	0.00 NM	1	\$6,000.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays W	Spots/Week	Rate \$6,000.00	Rating 0.00					
N24 WEWS 10/18/12		Thursday Prime E Greys	в СМ	9-10p	T	:30	1\$18,000.00 P-2	0.00 NM	1	\$18,000.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays T	Spots/Week	Rate \$18,000.00	Rating 0.00					
N25 WEWS 10/21/12		Sunday Prime B Once Upon A Tin	CM	8-9p	S	:30	1\$14,000.00 P-2	0.00 NM	1	\$14,000.00
Start Date Week: 10/16/12	End Date 10/22/12	Weekdays	Spots/Week	Rate \$14,000.00	Rating 0.00					
N26 WEWS 10/21/12		Sunday Prime C Revenge	CM	9-10p	S	:30	1 \$8,000.00 P-1	0.00 NM	1	\$8,000.00
	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating					
Week: 10/16/12	10/22/12	3	1	\$8,000.00	0.00			Totala	54	112 260 00

Totals 54\$113,260.00